



FOOD SHOPPING IN COMFORT—Daylight illumination, extra-wide aisles, king-size shopping carts and discount prices are everyday attractions in the

food supermarket at Globe-Sharpstown. This view of the supermarket exemplifies the operational planning that is to be found in all Globe's departments.

Globe Sharpstown Opening Wednesday

The third Houston Globe Discount City, Bellaire Blvd. at Hillecroft, near Sharpstown, will have its grand opening, Wednesday, at 10 a.m.

This discount department store contains more than 110,000 square feet of floor space. It will serve Houston residents in the Sharpstown area, and will be the largest of the Globe Discount City operations.

A new feature is the Gold Room, a high fashion salon of ready-to-wear sportswear, furs, better dresses and suits. New, too, is the fur department, which will carry name brand fur-trimmed cashmere sweaters, mink stoles, coats and jackets with prices of up to 50 per cent or regular retail prices.

The gift department will feature imports from Europe and all over the world.

The latest principles of merchandising and self-serv-

ice will include free parking facilities, a convenient credit plan, and a belt conveyor system for delivering purchases to the parking lot.

Globe's motto is: "Everything Under the Sun—Priced Lower."

"We did a tremendous amount of research before we opened the first Globe unit to find out what the American shopping public wanted," said A. J. Viafore, general manager.

"With the opening of the new Globe - Sharpstown we feel that we are continuing to bring the Houston shoppers what they want and desire," he said.

Globe Discount City, near Sharpstown, contains 110,000 square feet of air-conditioned floor space all on one level and includes 70 complete departments.

"Every purchase at Globe carries an unconditional

money-back guarantee of satisfaction.

"If the shopper is less than completely satisfied with his or her selection at Globe, he can bring the merchandise back to our courtesy desk and receive the complete purchase price refunded, cheerfully and without red-tape," Viafore said.

Supermarket

Viafore said Globe will have supermarket where the family's grocery basket can be filled with high-quality foodstuffs at discount prices.

"The housewife can buy her groceries at the same time she secures her housewares, clothing, drugs, appliances, shoes and children's clothing. She can have a birthday cake custom-made at the complete bakery shop," he said.

To give the shopper an idea of the scope of the Globe supermarket, this department alone contains more than 23,000 square feet of floor space, and it will include a special delicatessen department, featuring kosher and imported fine foods of all descriptions.

The facility has been designed with extra-wide aisles, king-size shopping carts (with seats for the kiddies), and tubular lighting.

Globe officials have devised a schedule which will place all of Globe's facilities at the family's disposal from 10 a.m. to 10 p.m., Monday through Saturday.

"Big volume buying allows Globe to pass on its savings to the customers. Self-service, huge volume and extra long store hours are just a few of the ways in which Globe is able to realize and pass along its savings of up to 50 per cent," Viafore said.

Shoppers will also find the new Globe unit on N. Shepherd a convenient spot for shopping. Extra wide aisles will permit them to move quickly from department to department.

The Globe Supermarket will have 10 check-out stations of its own while the rest of the store will be provided with 16 of the most modern electronic check-out stands.

The latest types of directional signs and easy-to-spot department markers also add to the comfort and ease with which the shopper can make his or her way through this vast shopping city.

New Fall Bags Shown

New fall handbags at Globe-Sharpstown were all selected by Mrs. Bonnie Bruns, buyer of handbags, accessories, hosiery, luggage and girls lingerie.

"This is a wonderful time to open a store," says Mrs. Bruns, "because it gives us the opportunity to start out with selections of the newest fall styles. Handbags range in size from bigger than big to smaller than small with leather with decorative metal trim."

"Sheer hosiery, self-seam or seamless, will also be featured along with costume jewelry and accessories," she said.

Mr. and Mrs. Bruns live at 1546 Antoine



Warner's
double
play girdles

7.50 to 8.95 values

5³⁸ to 6³⁸

Now at both Globe's . . . famous Warner's "double play" girdles and at your favorite discount prices. Strong leno elastic slims sides . . . gives more support . . . rayon elastic front with lovely embroidery details and crisscross bands that eliminate tummy bulges. Black or frost white in sizes S-M-L.

now at discount prices
. . . nationally famous

maidenform

"Counterpoint"

2.00 value

1⁷⁴

Chansonette, 2.00 value, 1.74
Twice Over, 3.95 value, 3.67

Famous Maidenform's three most in demand bras . . . Counterpoint, Chansonette and Twice Over . . . now at Globe low discount prices. Washable white cotton broadcloth with circular stitched or spoke cups for new contour beauty. Sizes 32 to 40. A-B-C-D cups in the group.



fashion shaped bouffants
in nylon tricot and net

3.99 to 5.99
values . . .

2⁶⁸

7.99 to 10.99
values . . .

5³⁸

The most alluring new styles in full swirling bouffants to underscore your prettiest fall dresses and circular skirts. Tiers and tiers of lovely nylon net with feminine lace frosting . . . nylon tricot torso for a slim, neater fit. White and pastel shades in sizes S-M-L.

heavenly lacy nylon
pegnor and gown sets

5.99 and 7.99 values

3⁶⁴

Heavenly leisure and dream time sequence . . . start with double layers of nylon tricot, add piquant touches of nylon lace and embroidery and you have the most glamorous of ensembles for your leisure and dream time hours. Frosted white and new fashion shades in sizes 32 to 38.



lavish lace trim slips
and half slips

1.99 value

1²⁷

Gracefully new slips and half slips made especially pretty with new scroll and chantilly lace trims plus ever popular permanent pleats. Full slips in rayon acetate and nylon. Half slips in nylon tricot. Sizes 32 to 40 and S-M-L.

special purchase! lovely nylon
tricot slips and half slips

2.99 value

2³⁷

Easy care nylon tricot slips and half slips made especially pretty with delicate val and chantilly lace, permanent pleats and embroidery trims. White and palest pastel shades in sizes S-M-L and 32 to 40. Nylon Panties, 1.99 values . . . 1.27
White and pastel shades in briefs and flared leg styles. Sizes 5 to 8.

Exterior Walls Put Up In 3 Working Days

Exterior walls for Globe Discount City, Sharpstown, were put up in less than three working days. Unusual construction made it possible.

The method provided the most building for the lowest initial cost—the first step to making discount prices possible.



Mary Coke, 8339 Wier Dr., will act as merchandise coordinator at Globe-Sharpstown. Her duties will include fashion consulting, also. Mrs. Coke has had experience, as a buyer of lingerie, children's wear and infants' wear. She and her husband, Edwin L., have four children: Mary, 14; Lennie, 7; John, 4, and Paul, 2.

Dave Harvey, president of the Harvey Construction Co., 2929 Richmond Ave., was the general contractor for the building. He explains the construction method this way:

"These wall sections, 34 feet long by 18½ feet high, and weighing some 20 tons each, are of reinforced concrete. They were precast directly on the foundation of the 110,000-square-foot building.

"By pouring the wall sections on the slab perimeter, forms were needed to prevent the wall section from sticking, then when the concrete for the wall section is hardened a large motor crane is used to tilt it up and set it in place."

Harvey said the columns were then cast in place to support the wall sections and complete the sides of the building.

The wall sections are finished with paint on the outside and with texturizing and paint on the inside.

Prestressed concrete beams and precast concrete decking were used to complete the roof.

Parking space for more than 1400 cars is provided on the huge paved parking lot. The layout for the parking lot was designed to provide the minimum of walking between every parking space and the main entrance to the store.

Floyd & James were the architects



BRUNS